GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:3655
ANSWERED ON:12.12.2000
MEDIA ADVISORY COMMITTEE
UMMAREDDY VENKATESWARLU

Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether the Government have set up a Media Advisory Committee;

(b) if so, the objectives of the Committee; and

(c) the funds spent on the media publicity of the rural development during each of the last three years and the current year?

Answer

MINISTER OF RURAL DEVELOPMENT (SHRI M.VENKAIAH NAIDU)

(a) & (b) An Advisory Committee on Media was constituted in the Ministry of Rural Development in August,1998 with the following Terms of Reference:

(i) To review and assess the impact of various media and other activities undertaken to create awareness and to suggest corrective measures to make them more effective.

(ii) Advise the Ministry on appropriate media strategy to be adopted so that the objective of involvement of the beneficiaries and participation of the community in the implementation of the programmes/ schemes could be realised.

(iii) Identify `thrust areas` in respect of the Media and Communication efforts of the Ministry and suggest an Action Plan for undertaking the proposed media activities.

(iv) Identify and suggest agencies for carrying out the proposed media activities in a cost effective manner.

(c) A Statement is annexed herewith.

ANNEXURE

STATEMENT REFERRED TO IN REPLY TO PART (c) OF LOK SABHA UNSTARRED QUESTION No. 3655 FOR 12.12. REGARDING MEDIA ADVISORY COMMITTEE

Expenditure on Media Publicity incurred by the Ministry of Rural Development during last three years and the current year:

S. No.	Year	Funds Spent (Rs. in crore)
1.	1997-98	17.76
2.	1998-99	12.37
3.	1999-2000	29.36
4.	2000-2001 (up to Nov., 2000)	3.37